



## ENVIRONMENTAL SERVICES

# News Release

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### ***Recycle Or Else...***

## **City of San Diego Faces Potential Fines of \$10,000 Per Day If Waste Is Not Diverted From Miramar Landfill**

*Councilmember Jim Madaffer Helps Launch City's Year Long Recycling Outreach Campaign to Increase Recycling*

**SAN DIEGO, CA**— On Wednesday, September 8, 2004, City of San Diego Councilmember Jim Madaffer, District 7, helped launch the City's new recycling campaign, ***Recycle Or Else***, at a press conference at the Miramar Landfill. The campaign will run for one year and is designed to increase public awareness about the need for residents to recycle throughout the city to help increase the current amount of waste diverted from the landfill.



"The Miramar Landfill has about eight more years of useable life left to bury trash," said Elmer L. Heap, Jr., Director of Environmental Services Department, City of San Diego. "It is imperative that we create ways to divert waste from entering the landfill not only to conserve landfill space but to avoid potential fines from the State of \$10,000 per day for not meeting the mandate of 50 percent diversion by the end of 2005. Currently, the City diverts approximately 44 percent of waste from entering the landfill through its recycling programs but in order to achieve 50 percent San Diegans must recycle more. We launched the ***Recycle Or Else*** campaign to help educate residents about the potential damaging consequences on our environment if we don't recycle more."

The Recycle Or Else campaign was developed by the City of San Diego's Environmental Services Department after the staff conducted surveys and focus groups of more than 600 San Diego

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residents about why it was important to recycle. Most participants didn't know about the potential negative impacts the City of San Diego would face if recycling rates were not increased. These participants also believed that if residents understood the negative impacts of not increasing recycling, that most people would be motivated to increase what they recycle. These findings lead to the development of the ***Recycle Or Else*** campaign, which consists of four public outreach components designed to grab viewer's attention and motivate them to increase what they recycle.

"We want to do everything possible to help people recycle by letting them know what can be recycled, how they can recycle and answer any questions that they have. Recycling is so important and we want to encourage people to do even more. San Diego is known for being a beautiful city and we want to keep it that way," said Councilmember Jim Madaffer.

The ***Recycle Or Else*** campaign consists of public outreach components that are designed to help educate, inspire and motivate residents to recycle. These components are: advertising displays and direct mailers, interactive educational website, educational public outreach events, and promotional items imprinted with the ***Recycle Or Else*** logo.

The Recycle Or Else campaign rolled out the first of its outreach components on August 2, 2004 with 'Or Else' teaser signs on 75 San Diego Metropolitan Buses and 50 billboards around San Diego. On August 23, the bus signs and billboard ads were changed to the campaigns' complete slogan ***Recycle Or Else***, with photographs that depict San Diego landmarks in 2012 such as Balboa Park, La Jolla Beaches and the Gaslamp Quarter, awash in trash due to the landfill being at capacity and no location to dispose of trash.

Direct mail ***Recycle Or Else*** postcards will be mailed to all City residents who receive City Curbside Recycling during the week of September 6, 2004. The postcards advertise the campaign and list the website address.

The campaign website offers information about what is recyclable, how residents can increase what they recycle, games for kids and even gives residents the opportunity to make a pledge to recycle and win a prize. The website address is [www.RecycleOrElse.com](http://www.RecycleOrElse.com).

The campaign will also feature educational public outreach events and activities that residents can get involved in and do their part to recycle. These events will be held throughout the year and include Sports Recycling Nights with local sports teams, Holiday Waste Reduction, Telephone Book

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Recycling, etc. All educational public outreach events and activities will be listed on the department's website.

Promotional items are available including t-shirts, baseball caps, bumper stickers, book covers and pencils imprinted with the ***Recycle Or Else*** logo and web site address. Bumper stickers, book covers and pencils are free and available at the campaign public outreach events. T-shirts and baseball caps are available for sale at San Diego City Stores or by calling (619) 238-CITY (2489).

"We are facing some tough realities if we do not increase what we recycle in the City of San Diego," said Heap. "With the average San Diego family throwing away approximately 64 pounds of recyclable material in the trash every two weeks and more than \$158 million worth of recyclable materials ending up in landfills throughout California, I know we can do better. Through the ***Recycle Or Else*** campaign we hope to make an impact on San Diegans and encourage them to incorporate recycling into their everyday life."

The City of San Diego Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City's long-term disposal needs. The Department also oversees the City's management of energy use and explores innovative options for energy independence. For more information on recycling or Environmental Services, visit the department's web site at [www.sandiego.gov/environmental-services.gov](http://www.sandiego.gov/environmental-services.gov).

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